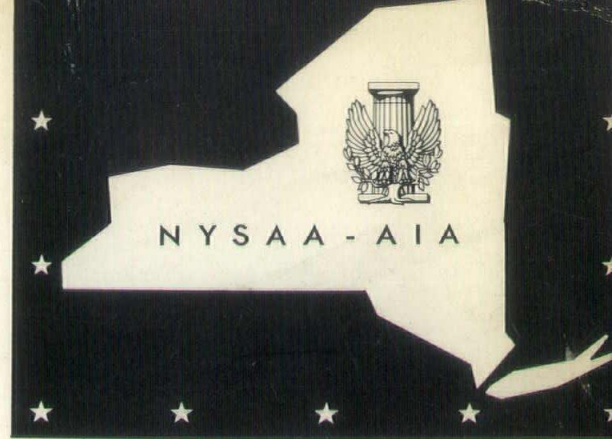


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## EMPIRE STATE ARCHITECT

NOV.—DEC./1965

Vol. XXV-No. 6

### IN THIS ISSUE

1965 CONVENTION

BY-LAW AMENDMENTS  
RESOLUTIONS

ARCHITECTURAL EXHIBIT  
AWARDS OF MERIT

GAPO

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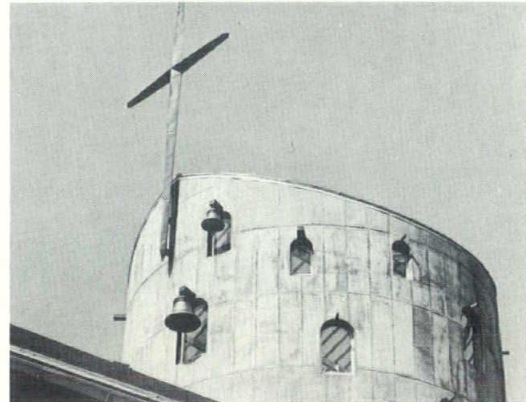
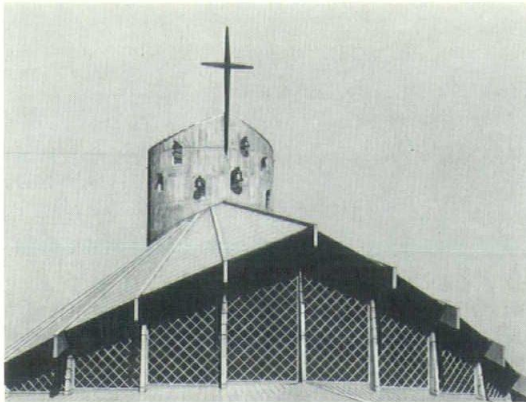
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# EMPIRE STATE ARCHITECT

Official Publication of the New York State Association of Architects/State Organization of the American Institute of Architects.

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Upon completion of the addition, another older building will be demolished to provide a 20,000 square foot parking area adjoining the new addition, to accommodate 60 cars.

Staff facilities will be enlarged with a new dining room and kitchen. Larger rest rooms will also be included. Lockers and lavatories will be centrally located on each floor.

Expected to cost \$1,000,000, completion is scheduled for the Summer of 1966, the year the bank will celebrate its 100th anniversary.

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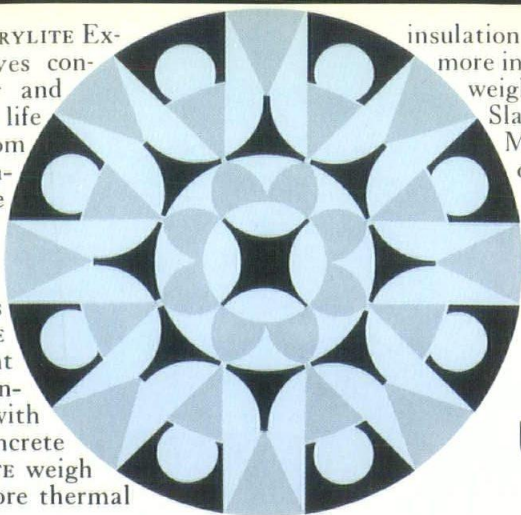
IRVING P. MARKS, *Treasurer*  
Brooklyn Chapter, A.I.A.

#### *\*By-Law Change —*

*Article V—Section 1—Elections, adopted by the convention to enable new officers to take office immediately instead of the following January 1st.*

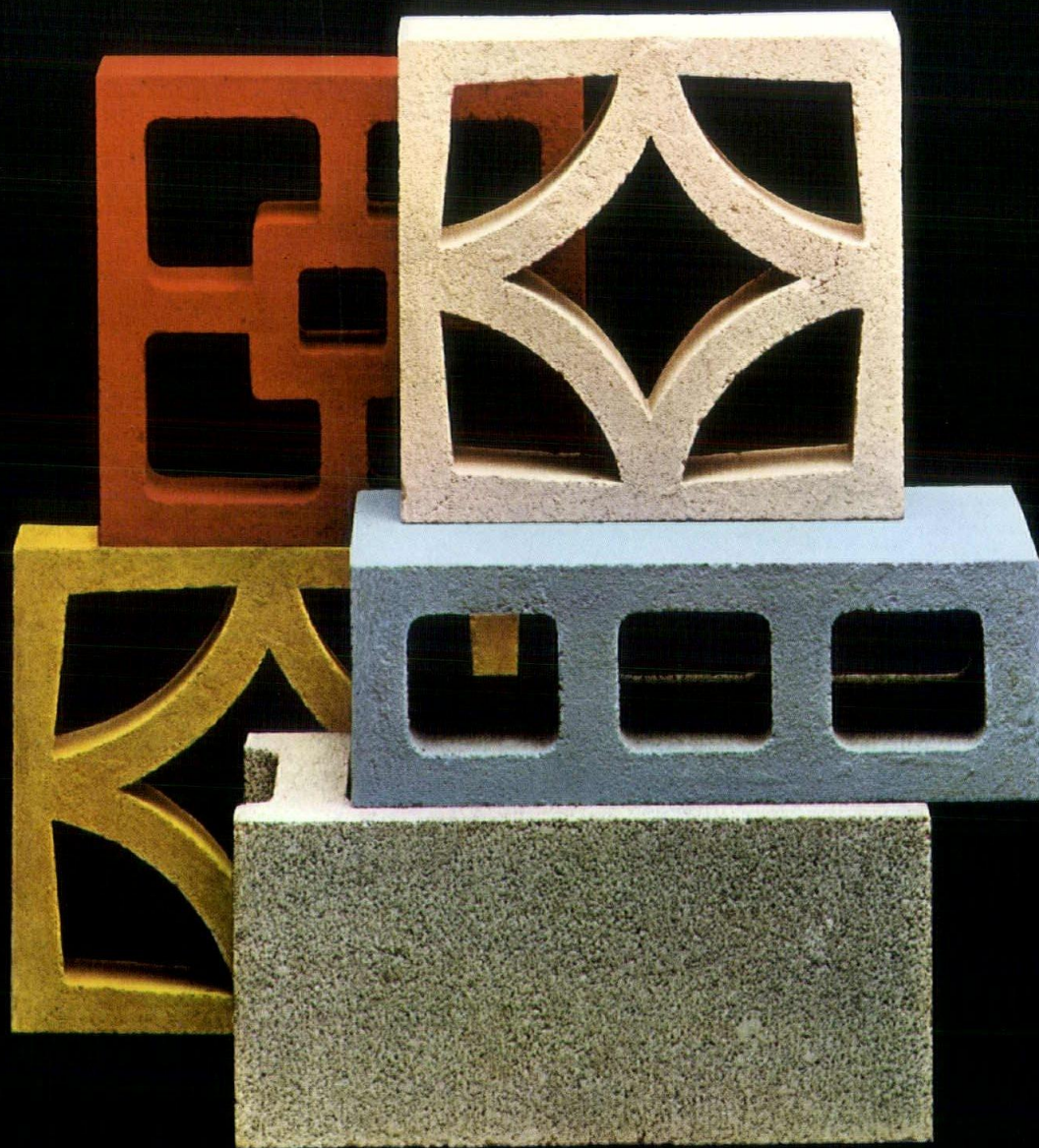


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# "CHESS, CHANGES AND CHALLENGES"

Address by George E. Kassabaum, A.I.A.  
Vice President  
The American Institute of Architects  
at the Annual Convention  
New York State Association of Architects  
Kiamesha Lake, New York  
October 12, 1965



When it eventually becomes your turn, and you must follow such excellent and thoughtful speakers, I trust you realize that I find myself in a difficult position. In thinking about what I might say to you about the profession, I have decided to talk to you from the heart rather than the head.

My theme is not really the A.I.A., although I think you'll see that I reach the A.I.A. as a conclusion and not as a theme.

I'm not going to talk about beauty either, because it just means that I assume you are well aware of the campaigns to fight ugliness, and there is very little that I could say that would not merely repeat what you have read, or said or heard or thought about. I am, however, going to suggest that there are some other things that you had better be thinking about as well.

To help make my point, I propose that we compare the cause of architecture with the game of chess. In one case, there are pieces that can do different things; in the other, there are offices of different sizes and there are members of the profession that differ in ability.

In either case, at any given moment, one starts from a set position, and there are an infinite number of moves that can be made — forward, backwards or sideways — and it's not always possible to say that moving in any one direction is the best. But even if you are satisfied with your present position, you have to move — you have to change — or else you lose. And if you must move, you must have a plan. Playing the game on the basis of capturing one piece at a time is inevitably going to lose against a player who has a longer range goal and is willing to work to accomplish it.

However, in chess, even while we are on the offense, we realize that we must be always on the defense against the moves of our opponents. If my simile is a valid one, I suspect that this last parallel comes the closest to describing what I feel is the profession's current weakness — there are those who want what we now have, and we are in danger of losing the game by failing to protect our current position.

Ten years from now, the architectural profession will have changed, it will either be stronger or weaker than it is today. Which it shall be depends upon today's architects — the decisions we make, the goals we set, the plans we pursue. And this is where you, as an individual, are important, for the profession, as a whole, benefits by your successes and suffers from your failures. In the eyes of the rest of the world, as architects, we are lumped together whether we like it or not. Since we are together, we might as well work together, and in order to do this effectively, we need some sort of an organization. We have one. And so, just for one moment, we come to The American Institute of Architects.

I am active in the A.I.A. because I am convinced that the entire profession of architecture is under very *deadly* attack. I wonder if you are aware of this, or at least the degree of it, and the significance of it and how it will affect you as an individual.

While we seek to expand our areas of influence and attack the problems tolerated by an unthinking and in-



sensitive public, we are under attack by very worthy opponents, very sensitive opponents, very skillful opponents, very smart opponents, very wealthy opponents, very powerful opponents. In some cases, we are under attack by our friends and in other cases, we are under attack by our very well announced enemies!

Just as in chess, when you have a serious opponent, he is going to attack you in the areas of what he considers to be your greatest weakness. I would suspect that these opponents have more carefully analyzed the strengths and weaknesses of the architectural profession today than the architects have. They have assessed our strengths and our weaknesses based on *today's* values. They have abandoned some plans or some programs as we have shifted our defenses to compensate.

Many of our campaigns have been most effective. No longer is the architect looked upon as being a long haired dilettante or the omnipotent master who works off in a garret with the long robe and is knowledgeable only in historical styles that make stage sets of facades. Today, some of the profession are recognized as being the nation's experts in the field of school design, very knowledgeable in the field of efficient planning of industrial plants, and the profession as a whole basks in the glory of these individuals, and the architectural profession is stronger because these men are experts in their fields.

Just as the profession basks in the glory of the success of an individual member of the profession, so it suffers when a competent or incompetent individual architect makes a serious mistake. It's these serious mistakes that give openings, just as a single mental lapse in a chess game can leave serious openings through which an opponent can drive a wedge, and perhaps, eventually win the game!

And in assessing the profession based on *today's* values, these opponents have almost collectively singled out specific areas, and are today attacking us. It's to our detriment that these are two areas which are of the highest value in our world today — these are the areas of *time* and *money*.

Lately, I have been collecting the anti-architecture ads and statements of these opponents and invariably they stress the architect's uncertainty in controlling costs and the many months required as he lovingly develops his design. Now, I don't think the profession should ever do anything to minimize the importance of quality, and our parallel feeling that hiring an architect is the surest way of insuring quality. Many think the profession has a great deal to do to make sure that this confidence in quality is justified when all of its practitioners are considered, but I do feel quite confident in saying that a house designed by an architect is a better house than one that is not designed by an architect, even if it falls far short of being great architecture.

As long as this statement remains true, I think the profession can take pride in the fact that it is today's most quality-conscious group, but I suspect and fear that we must recognize that, while we increase our emphasis on the importance of quality, we live in a time when quality is not given top priority in a listing of today's values.

Perhaps this is due to our tax structure which encourages depreciation and fast write-offs. Perhaps it is due to industry's advertising campaigns which stress new models each year. This is not as it should be, but it is a fact of today's life that we must reckon with. How many of you have used materials of the highest quality in your buildings? In inflationary times, we are always seeking economy and this requires value judgments — judgments where we reach some compromise with cost and select the material on the basis of its being somewhere between the best and the worst. So, our traditional defense of saying that the hiring of an architect is the only way to insure better quality, while still true, is no longer sufficient by itself in today's time.

I don't think we should ever abandon this defense, but I do think we should seek others. We certainly must not abandon the defense of our being the only means of giving the owner the impartial protection he needs, but we also must recognize that we are dealing with owners who are, or at least consider themselves to be, much more knowledgeable in the fields of building design and construction, than the owners of previous generations. Many of them have trained men on their own staffs, and where this is the case, certainly the traditional defense is less effective than it formerly was, and so we need to develop a new or, at least, additional defenses.

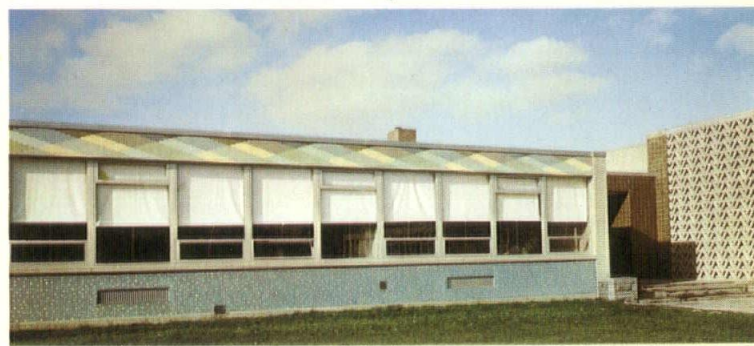
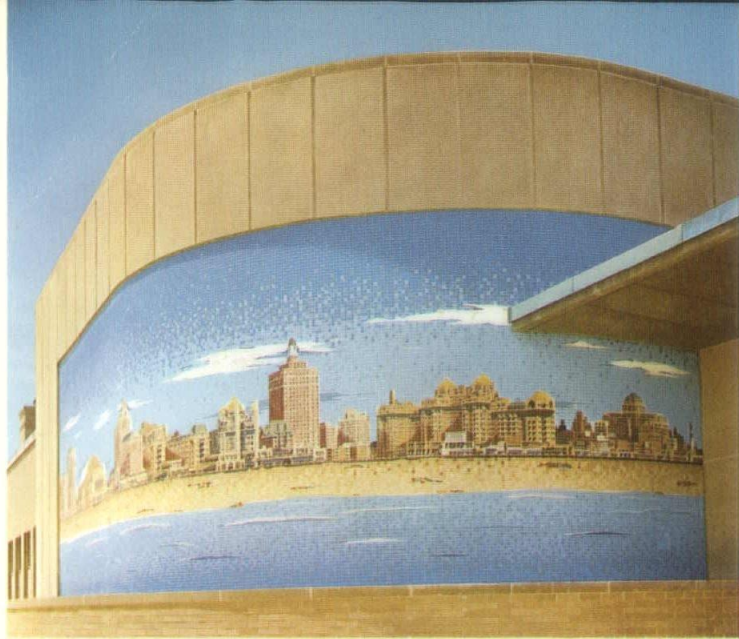
We should not be surprised that we are under attack — when you are on top, you must expect to be challenged, and you must be alert to the possibility of attack. The contribution of the profession has always been under attack by the so-called "package dealer." The only difference being that now it seems to me that there are more of these opponents. They're bigger and stronger and wealthier. They are carrying on more aggressive advertising campaigns on a national basis selling speed, certainty and convenience — three highly marketable items. They are also developing on a smaller scale, so that they must be faced on any range of work, where it used to be mostly industrial buildings and banks, and now we find them claiming the ability to do commercial buildings, dormitories, and even schools.

The large architects and small architects, the big city architects and small town architects are confronted with this sort of problem much more than they used to be. To meet this challenge, and although some of you may not like the idea, I feel that the profession ought to give some thought collectively, as a profession, not as individuals, to undertaking an advertising campaign that will either promote our strength or attack their weaknesses. We have much to sell, but our audience is used to *being sold by others* rather than taking the initiative to find out for themselves.

But it's not only the package dealers who are out after the architect's hide, for industry is already beginning to be interested in construction. And if the tremendous defense contracts should suddenly disappear, we must anticipate that all of the massive know-how, capital and plant that has been devoted to missiles and other complicated things will surely take a good long look at a field as large as the construction industry. And especially since the construction industry has a miser-

(Continued on Page 12)





## Architectural Showcase...exteriors in tile

**1. Airport**, upper left, Atlantic City, N.J., has 40-foot long mural depicting Atlantic City skyline. Architect: Donald L. Rosenstein. Tile Contr.: O'Keefe Tile Company. Plate 487.

**2. Motor Inn**, lower left, Casa Grande, Arizona. Murray quarry tile, 6" x 6" x 1/2", in Sahara provides a rich and rugged floor for the exterior. Architect: Nicholas Sakeller & Assoc. Tile Contr.: Wright Tile Co. Plate 523.

**3. Passenger Terminal**, upper right, Birmingham, Ala. Colorful mural in 1" x 1" ceramic mosaics provides theme for L & N Terminal. Architect: Lawrence S. Whitten. Tile Contr.: Floor Engineers, Inc. Plate 445.

**4. Supermarket**, Northampton, Mass. Contrasting light and dark blue panels in 1 1/2" Tile Gems® add interest to this exterior. Architect: Sumner Schein. Tile Contr.: Mayfair Tile & Rubber Co. Plate 533.

**5. High School**, lower right, Waterloo, N.Y. Exterior features decorative panels of 1" x 1" ceramic mosaics above and below windows. Architect: John C. Ehrlich. Tile Contr.: Stearns & Bergstrom, Inc. Plate 482.

**Write** for new color booklet 1100, "Ceramic Tile in Architectural Design."



ARCHITECTURAL EXHIBITS  
 AWARDS OF MERIT  
 REPORT OF THE DESIGN  
 AWARDS JURY  
 NEW YORK STATE  
 ASSOCIATION OF ARCHITECTS  
 CONVENTION  
 CONCORD HOTEL  
 KIAMESHA LAKE  
 NEW YORK  
 OCTOBER 10 - 13 1965

JURY MEMBERS:

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MR. FREDERICK G. ROTH—*President of Pennsylvania Society of Architects.*

MR. GEORGE KASSABAUM—*Vice-President of the American Institute of Architects.*

General Comments of the Jury:

While there were many very competent projects submitted for consideration, the Jury was in general looking for significant contributions to architecture and from the particular point of view of the Jury, this meant that any selected entry should meet certain basic criteria.

Primarily, *restraint* and *simplicity* in both the planning and design statement were virtues sought by the Jury.

Consistency in the total project concept, i.e. the successful integration of planning and design to site and environment, was another principle forming the basis of judgment on the part of the Jury.

Lack of *cliche*, both in expression of form and in the selection and use of materials, may also be added to the list of criteria forming the basis for selection by the Jury.

General Comments re Submissions:

In some instances, the Jury found good planning in certain projects, however, simplicity and restraint were not carried through in the design expression.

Several other projects were developed with very creative concepts in both plan and form, but were lacking in attention to good detail and the judicious selection and relationship of materials. Projects in this category in some instances failed in the creation of an integrated cohesive work of architectural merit.

In behalf of the Architectural Exhibit Committee, the Jury would like to commend those Architects who, through their individual efforts in preparing and submitting exhibits of their work, made possible a very fine exhibition. The quality of the work submitted in many cases made the work of judgment on the part of the Jury most difficult and in many cases, did not permit easy or immediate unanimity on their part.

Suggestions for consideration by the Committee:

1. The Jury would suggest anonymity of the exhibits in presentation for the purposes of judging, perhaps identified only by number correlated to the name of the exhibitor.
2. The Jury would recommend consideration of further standardization among the exhibits, e.g. standard sheet sizes, along with the requirement for sufficient basic plan and detail to fully explain the architectural story, including information on building siting and environment.
3. The Jury would further suggest that any pictures used to convey details of elements of interior or exterior design should be of reasonable minimum size.



## CHESS, CHANGES & CHALLENGES

(Continued from Page 8)

able record as far as research is concerned. Our time worships research, and research has been industry's basic commodity. Already we face standardized steel buildings, standard school houses and stock designs from catalogs, but I would expect that the individual solution and services of the architect face even more serious challenges from this sort of thing in the future.

We just must admit that there are no sacred areas staked out "for architects only" in our present world. Discouraging? No! We have much in our favor. All we need to do is to be alert and pay attention to a few things that we have been neglecting lately, as we sought new fields to conquer.

I've already mentioned one or two things I think we might do, but beyond this, what can be done? Well, the first obvious step is to make sure that we do what we say we can do. Are our drawings beautifully drawn, so that our own work is done with the same stress on quality that we say our services will provide? Or are they fuzzy, haphazard and incomplete? Does the profession strive for excellence in all of its services and documents? Building officials tell me that even some of the better-known firms seek building permits based on the sketchiest drawings and specifications. The less complete the drawings, the nearer we approach a situation where the skill to sketch and a seal is all we offer — not enough in a world that wants specialized knowledge. As long as there is any sort of trend to do less, we do not need to look beyond ourselves. Remember the profession as a whole is most likely to be judged by the failures of its weakest members. We must keep our own house in order before we can become tomorrow's leading force in the quest for quality. And so we must be sure of our ground before we so confidently say, "Hiring an architect is the only way to insure a better building."

This may not be as automatically true as in former years. Lately, others have been growing quite knowledgeable in the fields of construction and some areas of design, so that we often find ourselves in competition of varying degrees of friendliness with some of our co-workers. The contractor, who gets most of his work by bidding our projects, today approaches being a professional man. Most of them are college trained engineers. They feel quite qualified to suggest ways and means of building, and we have *by default* allowed them to become the experts in *techniques* and the experts in building *costs*. In an age where science is the king, and thereby techniques are given great emphasis, and in a day where concern with costs is certainly paramount, our allowing our friends to become experts certainly admits a weakness that allows exploitation by our enemies.

You're also facing competition from our consultants. As mechanical costs creep up enough to become an ever larger part of the building dollar, and there seems to be no reason to think this trend will soon change — especially in certain types of buildings — we are now finding that occasionally the engineer is employed as the prime and he hires the architect. This is a danger which the architects of 20 years ago didn't have to face — at least to the degree that we face it today. So again, what can be done about it? What can be done to resist these attacks from such varied sources?

Well, I think the first and most important thing is that we can share our experiences and pool our thinking. This should permit us to at least better define and describe our potential enemies. With this knowledge, it seems quite certain to me that we can develop the best defense.

Perhaps, in your day to day professional life, you're not really too much aware of the need for defense, for it takes a very wise man to see a trend on the basis of a few isolated experiences. However, if there is a central clearing house for the experience of the small office and the large office, and the office in the major urban area and the office in central Wyoming, hidden things can be more readily seen and we can then make plans for tomorrow's moves. I know this to be true. Having served two terms as president of the Saint Louis Chapter, I have accumulated points of view and problems that I would never have thought of if I limited my awareness to what might develop from my own day to day experiences based only on my own practice. As an aside, this is a very positive plus that comes from being active in Chapter affairs. It *is* worth the time.

Splintering this experience and confining it to one group or one type of architect, or one region of the country is just asking for eventual defeat, so that we do need the strong, vital and active central organization of The American Institute of Architects, as well as individual members who are interested enough in their profession to share their experiences and their thinking.

The second thing is that we can certainly make sure that each individual practitioner becomes more conscious of the money that he is controlling. At the present, we should try to find a solution to this within the current notion of an architect's not guaranteeing any sort of estimate. Eventually, I suspect that this may have to change, but for the time being, I think it is something that we can live with, the only thing being that we must give greater emphasis — attach more importance to the estimates that we give. Just as the profession gains in stature by the success of any individual architect, so it loses in stature when the less competent members of our profession miss on estimates.

Headline after headline points out that such a project exceeded the architect's estimate, while, unfortunately, the successes are buried at the bottom of the story. This is a fact of reporting and newspaper thinking that we must live with. Certainly the practicing architects must be made more and more aware of the importance of the estimating portion of the architect's service.

We must face the fact that the schools are not going to train tomorrow's architects in this manner. Therefore, it is up to the profession. It is proper that we should become the group that is the expert in total cost, for even our friends, the general contractors, know nothing of the costs of many of the specialties and rely on the subcontractor's figures that are given to them only as bids. They are usually knowledgeable only in the fields of carpentry or concrete work, which does not make them experts in total costs. This expert should be the Architect. There is a vacuum and a void created here that the profession is not filling. It's an area where our age is desperately looking for help.



## AWARDS:

Prior to announcing the results of the deliberations of the Jury of Award, the members of the Jury wished to have it clearly understood that their instructions were to recommend Awards of Merit, based upon completed projects only, and it was within the discretion of the Committee to designate honorable mentions to those projects which, in the evidence provided by the submission, had not been constructed.

The results of the assessment by the Jury are as follows:

### AWARD OF MERIT—COMMERCIAL

#### ARCHITECT

George M. Schofield,  
Schofield & Colgan, Architects.

#### OWNER

Klopman Mills Inc. Executive Offices.

#### COMMENTS

This project, in the opinion of the Jury, showed excellent planning and design with consistent simplicity and restraint evident throughout the whole architectural concept. The presentation of the exhibit was exceptionally well done.

### AWARD OF MERIT—REMODELLING

#### Special Category

#### ARCHITECT

Jones & Mogensen, Architects, New York City.

#### OWNER

Consolidated Edison Co. of New York City.

#### COMMENTS

The Jury was not sure that the existing building completely deserved to be saved, but felt that this basically was a client decision and also agreed that it was desirable to encourage rehabilitation of good traditional buildings. The project throughout exhibited a clean direct approach which preserved the integrity of the original exterior design, competent use of the best inherent features, without resort to a false building shell. The project appeared to be well handled from an architectural standpoint throughout.

### FIRST HONORABLE MENTION — INSTITUTIONAL

#### ARCHITECT

Emery Roth & Sons, Architects.

#### CONSULTING ARCHITECT

Michael L. Radoslovich, F.A.I.A.

#### OWNER

State University, Stonybrook, Long Island.

#### COMMENTS

The Jury felt that the Architect presented an economical plan for a low density solution to the problem of college student housing, resulting in a commendable residential scale for the buildings. The arrangement of component buildings on the site successfully related the exterior spaces to the Residence units to provide variety and create a similar pleasing scale in the environment. As one Juror commented, "A student would feel like an individual in such a college residential environment."

### SECOND HONORABLE MENTION— INSTITUTIONAL

#### ARCHITECT

The Office of Max O. Urbahn, Architects.

#### OWNER

Meadowbrook Hospital, East Meadow  
Town of Hempstead, New York.

#### COMMENTS

The Jury felt that this project was an excellent example of a complex problem handled in a direct and competent manner. The total picture was incomplete in the presentation, which prompted one member to comment that, — "The Jury perhaps fell for a pretty face", in that there was some doubt about the effect of the protruding service tower on the design treatment of the elevation not shown in the presentation.



A third area is one of service. In our emphasis on beauty and the glamour that is attached to the design aspect of our profession, we are sometimes inclined to forget that we, in reality, do not sell a product, we sell a service. This is not just a service that is of value during the month or six weeks or two months, or the relatively short period that is spent in developing the part of the building. This is a matter of service in the developing extremely competent bid documents — excellent bid documents. As previously mentioned, we must strive for excellence in our drawings and our specifications, and certainly our services during the construction of the project. Too often, the importance of these aspects are minimized by our profession. Our efforts at these times can occupy 90% of the time that is required to be spent from a project's conception to its completion, and yet, how often have your clients toyed with the idea of eliminating this from your contract? I think we are making a mistake in eliminating or trying to eliminate the word "supervision." I believe we should define it more carefully in our documents so that we specifically say what it means, but I think to say we don't "supervise" is again striking out a service that an architect is supposed to give, at least in the eyes of the world. I think a client can logically ask, "Well, if you don't supervise during construction, what do you do?" It is a question that the profession must aggressively answer.

A fourth thing that architects can do is to become better salesmen. Not salesmen from the point of view of getting the job, but of salesmen of their own services. I'm sure that each of you have some clients who think you're great, and some who think you are not so good. So, you get some repeat business, but you lose others. Perhaps some of the reasons are beyond your control, but I think it is essentially a matter of salesmanship. In some cases, your clients are sold on you, and in other cases they are not sold on what you can do for them. If you don't have a client who thinks you are good, then you must be a lousy architect. But if you have some who think you are and some who think you aren't, then it must be a matter of salesmanship.

One additional thing that architects can do is to make sure that they talk to the public in a language that the public can understand without any effort. For instance, I suspect that we do ourselves harm when we complain about the evils of the automobile and what it is doing to our lives as city dwellers. Much of the public thinks we are advocating the abolition of this most convenient means of transportation, and our statements are discounted as being unrealistic. Our failure to make it clear that we are concerned about the indiscriminate and uncontrolled use of the automobile — not the car itself — defeats our purpose. Or when we enter into a conversation on low-cost housing, and our contribution is to emphasize the need for gardens and sculpture. Or when we give the impression that all that is needed to make America beautiful is to get rid of billboards and telephone poles. And on and on and on. This lack of precision or clarity seems to put us in the realm of some sort of shallow other-worldly dreamers, and our effectiveness is minimized if not eliminated.

There are other questions we should ask ourselves, such as, "When a client employs an architect as a top professional, why shouldn't he expect his project to be com-

pleted on time?" I am sure you can ask things I have never thought of, you probably even have some different answers. You can make a real contribution to your profession by participating.

Well, let's return once more to our parallel of the chess game. We have our position — the profession as it exists today. It is a strong position, not invulnerable, but a strong position. We have a plan and we are on the offense. A few years ago, we opened the campaign to make our own members more aware of the additional services they should provide so that we could become a dynamic force in the days ahead. Our president, Morris Ketchum, has declared that much of his administration will be devoted to national campaigns to further the cause of expanded services by seeking new and better relationships with our fellow consultants. It was our voice that first cried out for an awareness of the need for beauty in an urban world, and President Johnson as well as the consumer magazines and press are carrying on the program with enthusiasm. Architecture is being mentioned very frequently these days. You might say there is a tidal wave of concern for beauty, and we are either going to ride it in or be engulfed. Our plan and our efforts are to see that we ride it in.

So the profession does have a plan. Maybe you don't agree with the plan and maybe you can think of others. We have enough members of the team left on the chess board to win the game. We have sufficient know-how among us. Surely we have the desire! We are on the offense, and as long as we are aware that we have deficiencies that need looking after, and as long as we are aware that we are being attacked and that we must look to our defenses, we are bound to win. We have the tools — a strong existing organization with many excellent members of the profession who are willing to work for the good of all. The rest is up to you. The game is going on. It's your move.

### Effective January 1, 1966

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FOLLOWING IS A CONDENSATION OF THE RESOLUTIONS ADOPTED BY THE DELEGATES AT THE ANNUAL MEETING AND CONVENTION OCTOBER 10 TO 13, 1965.

#### RESOLUTION I

Title: Appreciation and Thanks to the 1965 Convention Committee

Sponsored by: Resolutions Committee

The Convention expressed its gratification for the work done by the Convention Committee, its Chairmen and the ladies.

#### RESOLUTION II

Title: Appreciation and Thanks to the Educational Exhibitors

Sponsored by: Resolutions Committee

The Convention expressed its appreciation to the exhibitors and the imagination of their displays and the technical value of their exhibits.

#### RESOLUTION III

Title: Middle Income Housing Program

Sponsored by: New York Society of Architects  
Fees and Contracts Committee

The Resolution authorized the Fees and Contract Committee to negotiate with the agencies responsible for Middle Income Housing in order to obtain fair and equitable fees for Architectural and Engineering services.

#### RESOLUTION IV

Title: Review of Public Agency Contracts

Sponsored by: New York Chapter, A.I.A.

This Resolution reiterated the action of the 1964 Convention. It authorized the retaining of counsel for a review of all public agency contracts in the State of New York and authorized a \$1500 expenditure for this purpose.

#### RESOLUTION V

Title: Contractors Licensing

Sponsored by: New York Chapter, A.I.A.

Recommended that contractors be licensed and that the State Legislature take appropriate action to formulate licensing laws to insure competent and financial responsibility of contractors.

#### RESOLUTION VI

Title: Public Works

Sponsored by: NYSAA, Public Works Projects Committee

Provided for a study of an equitable method of distribution of Public Works contracts. Required that an interim report be submitted to the Board of Directors at the next meeting.

## NYSAA

## 1965 CONVENTION

## RESOLUTIONS

## AND ACTIONS



#### RESOLUTION VII

Title: Evaluation Committee

Sponsored by: The Bronx, Queens and New York Chapters of the A.I.A.

Directed that a Committee of 14, consisting of one member for each constituent organization, evaluate and make a survey of the Association activities. Final report due for the 1966 Convention.

#### RESOLUTION VIII

Title: Street Mapping

Sponsored by: Staten Island Chapter, A.I.A.

Provided that final mapped streets for the widened portion acquired by the Municipality within 10 years of the map adoption. After 10 years widening lines to be eliminated and permits granted to build.

#### RESOLUTION IX

Title: Statute of Limitations

Sponsored by: Staten Island Chapter Resolutions Committee

Recommended legislative action to provide for a proper period of time for which the architect is responsible for his professional services.

#### RESOLUTION X

Title: State Education Law — Section 7307

Sponsored by: Queens Chapter, Brooklyn Chapter and Brooklyn Society

Recommended that the State Education law eliminate all exemptions, cubages or square foot areas for all new buildings and alterations except bona fide farm buildings.

#### RESOLUTION XI

Title: Amendment to Section 7307

Sponsored by: Queens Chapter, Brooklyn Chapter, Brooklyn Society

Requires that the applications filed with plans contain signature and seal of the architect or engineer who files same.

#### RESOLUTION XII

Title: Hyde Hall Preservation

Sponsored by: Central New York Chapter

Approved the Resolution that would petition the Governor and appropriate State Departments to preserve Hyde Hall as an architectural landmark in this State.

#### RESOLUTION XIII

Title: Amendment to the Public Health Law Section 2904

Sponsored by: NYSAA and the New York Chapter Committees on Hospital and Health.

Recommends that the Legislature provide for one or more Registered Architects to serve on the State Hospital Review and Planning Council.

#### RESOLUTION XIV

Title: Committee on Hospital Costs

Sponsored by: NYSAA and the New York Chapter Committees on Hospital and Health

Recommended that the Governor's Committee on Hospital codes provide a comprehensive index of hospital codes and regulations within the State of New York and that this be administered by a qualified registered architect.

#### RESOLUTION XV

Title: Hospital and Nursing Homes

Sponsored by: Resolutions Committee

Provided for an additional program on hospitals and nursing homes. Provided for the summation of information to architects in this State pertaining to the Medicare Program.

#### RESOLUTION XVI

Title: Resolution Procedures

Sponsored by: Resolutions Committee

Recommended that the resolution procedure be revised as follows:

- 1) That all resolutions will be promptly referred to the appropriate committee for action.
- 2) That each meeting of the Board receive a report on the action and results of the resolution.
- 3) That a complete report be prepared by the Board Meeting preceding the Annual Convention and next that the report be distributed in summary for the general information of the entire membership.

#### RESOLUTION XVII

Title: Appreciation to Allen Macomber

Sponsored by: Resolutions Committee

Expressed appreciation to Allen Macomber for his work as President of the Association.

Approved by acclamation by the Convention.

*Note: The complete text of the Resolutions is available from the headquarters of the N.Y.S.A.A. 441 Lexington Avenue, N.Y., N.Y. 10017.*

#### RESOLUTIONS COMMITTEE

Albert Melniker, *Chairman*

Guy Baldwin

Robert Kaplan

George Brown

Massimo Yezzi

Gerson Hirsch

Guerino Salerni



NYSAA  
1965 CONVENTION  
BY-LAW AMENDMENTS  
AND ACTION

COMMITTEE ON BY-LAWS

F. A. Evans, Jr., *Chairman*  
Harry Silverman, *Vice Chairman*  
Albert C. Brevetti  
Karl F. W. Kaelber, Jr.  
Kenneth W. Milnes  
Max M. Simon  
Maurice G. Uslan

FOLLOWING ARE THE BY-LAW AMENDMENTS AND ACTIONS TAKEN BY THE DELEGATES AT THE ANNUAL MEETING AND CONVENTION OCTOBER 10 TO 13, 1965. THE FULL TEXT OF THE AMENDMENTS AND EXPLANATIONS APPEARED IN THE SEPT./OCT. 1965 ISSUE OF THE EMPIRE STATE ARCHITECT.

**Article II, Section 1—Membership**

Proposed amendments withdrawn.

**Article II, Section 2—Membership**

Clarification of the three categories of membership as they relate to their rights and privileges. Adopted.

**Article III, Section 12 (b)**

Proposed amendment amended changing the period for ex-officio membership of the Board of Directors by an ex-president of the Association to one year instead of three years. Establishes Past Presidents Council. Adopted.

**Article IV, Section 1—Officers**

Proposed amendments withdrawn.

**Article IV, Section 2**

Proposed amendments withdrawn.

**Article IV, Section 3**

Retained unchanged.

**Article IV, Section 4**

Proposed amendments withdrawn.

**Article IV, Section 5**

Deleted as being in conflict with Article IV, Section 3. Adopted.

**Article IV, Section 6**

Proposed amendments withdrawn.

**Article IV, Section 9**

Proposed amendment amended by changing the word 'specifications' to 'By-Laws.' Adopted.

**Article IV, Section 12**

Text changed regarding voting status of Executive Director. Adopted.

**Article V, Section 1**

Proposed amendment to conform with Article IV, Section 3. Adopted.

**Article VII, Section 2**

Term of office of members of Board of Directors. Adopted.

**Article VIII, Section 2**

Effective date of schedule of dues. Adopted.

**Article VIII, Section 5**

Membership rosters and payment of dues. Adopted.

*A complete text of up-dated NYSAA By-Laws will be mailed to the officers of the constituent organizations in the near future. Members desiring to review By-Laws are urged to consult with their chapter or society. A copy of the up-dated By-Laws may be reviewed at any time at the NYSAA headquarters, 441 Lexington Avenue, New York, New York 10017.*



## THE AMERICAN CITY OF TOMORROW

An Address by

Morris Ketchum Jr., FAIA

President

The American Institute of Architects

For the Annual Convention of The

Pennsylvania Society of Architects

at Hershey, Pennsylvania, on

October 21, 1965.

Just a few years ago, the American Institute of Architects held one of its most memorable conventions in the City of Philadelphia. The late, great Le Corbusier, foremost architect and city planner of our day, received the Institute's highest honor, the Gold Medal. That and the first performance of the Philadelphia architectural symphony under conductor Edward Bacon's baton were the high points of the convention.

None of us who were there will soon forget the lighted stage with the huge outline plan of the city as background, the way in which each member of the architectural team filled in his own segment of the city plan, and Ed Bacon's running commentary as all the sparkling details of existing or proposed developments sprang into life.

Not since Clarence Stein received the Institute's highest honor for his now classic community plan for Radburn, New Jersey, had the eyes of our profession been so firmly drawn to the total scope of environmental architecture.

It created a new and growing awareness of the fact that the architectural profession had never lost its skill in urban design and that there had never been more need for that skill. All over America our cities were deteriorating, our sprawling suburbs were eating up the landscape, our highways were lined with visual eyesores. It was high time to reshape and rebuild the man-made urban framework we live in.

The environmental pattern is essentially the same in the great majority of our towns and cities. The highway approaches are befouled by billboards, garish store fronts, utility poles, overhead wires, junk yards and blighted business buildings. That part of suburbia which is available to middle income residents sprawls in bulldozed nakedness. Badly designed houses run across flatland and hills in identical checkerboard patterns. The trees are gone. God's finest handiwork is replaced by a skyline of overhead wires. The suburban shopping centers stand in islands of asphalt. A gray area of dilapidated small buildings rings the urban core. Downtown is usually congested, rundown, and may already have been dissected by a badly planned highway. The water front, potentially a place for recreation, is littered with junk and industrial debris. In all things, big and small, there is a blindness to the most fundamental and rudimentary principles of good architectural planning.

The basic force that has scrambled our environment is the uncontrolled use of the automobile. It has swamped downtown streets built for the horse and buggy, blighted urban residential areas with noise, confusion, and poisoned air, driven the city's inhabitants and the retail trade which serves them into suburbia, depleted central city tax rolls, and created all the honky-tonk squalor which lines our highways. The combined automobile explosion and population explosion threaten to overwhelm us.

We, therefore, face one of the great crises in the history of our nation—the fate of the American city and, in a larger sense, the fate of our urban society. It may be one of the most dangerous crises of our democracy because we may not know, clearly and at once, whether we have won or lost. The enemy will not always be visible or recognizable, and our struggle will seldom be attended by martial music and patriotic exhortations.

Within the next few years, I believe, the die will be



cast. We will see a great renaissance in the making of livable and beautiful cities, or the city will simply diffuse and dissolve into densely built up metropolitan regions without form, amenity or any of the grace and beauty you might expect from a mature and responsible people.

If the conception of America the Beautiful, in all its majesty, goes down the drain, I submit there will be four reasons:

First, lack of public understanding that things can be better than they are;

Second, the continuing misdirection of our burgeoning technology;

Third, the pressure of vested interests to subordinate the community interest to individual advantage; and fourth, the failure of the architectural profession to demonstrate, through example and expert practice, what the community can aspire to.

All four of these factors are serious and none lends itself to any easy solution. Any one of the four can lead to a general failure. Yet I firmly believe that we will not sink into the abyss of irreversible ugliness which will surely be the result of further apathy, ignorance, and unenlightened self-interest. This is not a visionary and unrealistic hope, I submit, because—and it is important that we all recognize this—the ugliness and disorder from which we suffer is fundamentally the ugliness of affluence, the disorder of misused wealth. It is not the product of poverty. Only a rich people could be so wasteful of their land, so ready to obliterate their natural resources, so capable of flooding downtown streets with cars, tearing up historic neighborhoods to build freeways, littering the roadways with signs, and filling the air with wires.

I believe that we will win this fight, hard as it may be. I believe this, first of all, because it is visibly and morally right, and I do not think our people are either blind or stupid. The public awakening has already begun. The national administration is demonstrating that this has become a politically potent issue. Beautification, the recent White House conference on Natural Beauty, the creation of a new Department of Housing and Urban Development, and the passage of the rural highway bill may not be giant steps toward the reversal of the tide, but they are significant steps. In the halls of government, we have come a very long way since a member of the Senate spoke derisively of "ass-thetics."

Second, there is great hope to be found in the results of a survey of current progress in urban rescue and renewal initiated last January by the American Institute of Architects. Across the country, in every one of our seventeen geographical regions, we have sought out and recognized the best achievements in community architecture.

Our awards of a Citation for Excellence in Community Architecture don't lionize the architect, although they acknowledge the part he has played in city development. Instead, they commend the city and its citizens, as has been done tonight, for their efforts in creating a better background for urban living. Each one of those seventeen awards, whether they represent approved plans for the future, projects under construction, or completed efforts, add up in total to a vision of the city as it can be if the fight is won.

At the same time, they demonstrate the progress of our

profession in the concepts and techniques of environmental architecture. Large firms and small, recognized or unrecognized for ability in urban design, have worked with the allied design professions to help the enlightened leaders of business, industry and government to stem the tide of community ugliness.

I will not read off these awards in the fashion of a grocery list, but I would like to give you some idea of their scope and how they relate to each other to create a contemporary image of the livable city, starting with the urban core and reaching out into the countryside.

First of all, the program and solution for the central core of **Oklahoma City** are ideally adapted to the demands of modern living, business, trade, culture and recreation—in short, to all the mixed uses which keep our cities alive and moving, by day or night. Within a mile square area, bounded by a traffic loop with perimeter parking facilities, are an expanded financial district, a revitalized area for retail trade centered on a delightful glazed roof galleria, a hotel center and convention hall, an indigenous form of Copenhagen's Tivoli Gardens and a residential quarter characterized by low-rise town houses and high-rise apartment towers. The buildings, plazas, pedestrian walkways and green spaces which serve these human activities will create a handsome city. Its beauty will stem from the fact that it is genuinely habitable and answerable to man's needs.

In a similar approach, the plan for downtown **Salt Lake City** provides for the separation and control of automobile and pedestrian traffic, for multiple activities, and for the eradication of downtown's visual eyesores.

In Canton, Ohio and Eugene, Oregon we have splendid examples of how well-designed open plazas can enliven the heart of a small city. **Canton Plaza** provides for wintertime skating, summertime outdoor dining, and year-round cultural exhibitions. The **Eugene Civic Center's** public buildings surround well-planted pedestrian plazas served by streets and service alleys remodeled for foot traffic connecting plazas and perimeter parking areas. Both projects are first phases in ambitious revitalization programs for their respective cities.

**Rochester, New York**, boasts of a covered, air-conditioned central project—**Midtown Plaza**. Around it is a multi-level complex encompassing underground parking, a two-story retail shopping center and an office-hotel-restaurant tower.

**Fresno, California** and **Urbana, Illinois** both prove that pedestrian streets, open or closed, are valuable downtown assets. Fresno's streets are open, landscaped pedestrian malls, replete with benches, fountains, flowers, sculpture, trees, and playgrounds. Urbana's closed air-conditioned pedestrian walkways, courts, and arcades, equipped with similar amenities, serve a nine square block segment of the central city.

**Paseo del Rio in San Antonio, Texas** and the water front of **Jacksonville, Florida** give striking evidence of what can be done with rivers that wind through the city. In San Antonio, aesthetic quality was given to the tiny river by walkways and bridges, restaurants and an open-air theater along the river bank. This was a WPA project in the thirties. Now, the citizens of the city have voted a bond issue to further improve and enhance his delightful waterway. In Jacksonville, the city fathers have succeeded in shifting the downtown center of gravity to the banks of the river. Government



and civic buildings are combined with commercial structures, a park, and a marina to create an urban center of growing distinction and beauty.

The ingeniously designed new low-rental development **Village West in Louisville, Kentucky**, the increasingly elegant **Southwest Redevelopment Area of Washington, D.C.**, and the convincing reconciliation of old and new in **Society Hill, Philadelphia**, are proof that gracious and comfortable urban living are not a thing of the past. **Charleston, South Carolina's** historic preservation confirms the fact that the historic heritage of the past can be a living part of the present.

In **Minneapolis**, the **Gateway Center**, provides a new, up-to-date city core as the result of a long and successful campaign to bring housing, office buildings, cultural facilities, and green areas into a once blighted site.

**Constitution Plaza in Hartford, Connecticut** is the country's most successful example of what the "platform cities" of the future will be like. A huge, landscaped pedestrian plaza, set with business buildings, forms the platform. Underneath are the urban utility lines which are usually buried and inaccessible and a large automobile parking garage.

Figures are already available to prove that beauty is an integral part of good business. Before rebuilding, the blighted district now occupied by Constitution Plaza returned \$90,000 a year in taxes to the city. The same area now returns \$1,456,000 per year, without taking into account the huge revitalization of the surrounding area which this project has sparked.

Beyond the city core, the block-wide green belt of parks and recreational facilities serving both downtown and suburbs proposed in the redevelopment plan of **Shreveport, Louisiana**, replaces the usual run-down gray area which surrounds the heart of most cities.

Finally, every element of business, trade, culture, recreation, living, traffic and a balanced transportation system is splendidly integrated in the 200 square mile plan

for the future development of **Detroit, Michigan**.

Out of these seventeen regional awards comes a new formula for the automobile. First of all, build the core of the city as a platform for pedestrians and a shelter for automobiles; second, ring this downtown area with a recreational greenbelt or water front and an inner loop roadway; third, build suburbs that are separate satellite cities planned with similar community centers built on natural terrain; and fourth, connect city, suburbs, and countryside with an integrated highway network for private vehicles and public transportation. This formula may well be the architectural profession's answer for the American city of tomorrow.

We are going to win the right for livable cities because it would be unthinkable to lose. Failure would rob our profession of its meaning and urban life of its efficiency and delight. Failure would be an admission that, in the twentieth century, the American character, buttressed by wealth, political stability, and mechanical ingenuity, was unequal to the task of creating a decent living environment for its people. It would be an admission that democracy could not, after all, produce an urban architecture worthy of the name.

It has been said that the values and accomplishments of any age can be measured by the quality of the architecture it leaves behind. Another way of saying this is that people get the kind of urban life they deserve. But if they never have a chance to know what city life can be like, then we cannot justly blame them for spending their lives in drab and ugly surroundings.

If, after experiencing urban beauty and stimulation, they reject it at the polls and elect to ride through the neon jungle eating chicken-in-a-basket, we can say they got the ugly cities they deserve. But not until that day. It is our mission to give them the opportunity to make an informed choice.

For myself, I have no doubt what it will be.

## TO OUR MEMBERS—

### Your Cooperation Please!

We are about to publish the annual Membership Directory NYSAA members in good standing with their chapters or societies.

Each year some complaints are received that there are omissions, improper listing of addresses and, in some instances, that copies of *The Empire State Architect* are not reaching them. Frequently these members fail to keep their organizations in-

formed of changes, and this results in the return of the publication (at additional expense) by the post office due to "moved, left no forwarding address," "cannot locate," etc.

May we respectfully request that you advise your chapter or society and NYSAA as well of your correct address and, to facilitate delivery, *your zip code*.

If you are not familiar with your zip code, your local post office will be pleased to inform you.

Your kind cooperation will help expedite delivery of your bi-monthly copy of *ESA* and enable our executive office to maintain more accurate records of our individual and total membership.

We should also be advised of any resignations, deaths and terminations of memberships.

Thank you.

SAMUEL M. KURTZ  
Editor

JOSEPH F. ADDONIZIO  
Executive Director



## 1966 LEGISLATIVE PREVUE

As we approach another legislative session, which convenes in Albany on January 5, 1966, we find that an unusual situation will exist that has not prevailed since it occurred in 1938, whereby one house — the Assembly, will have a Democratic majority and the Senate will have a Republican majority. The membership of the Assembly has been increased from 150 to 165 and the Senate from 58 to 65 under a court ruling providing for only a one-year term.

This situation will provide circumstances that may alter the course of legislation which must receive the approval of both houses before it can reach the Governor's desk.

For this reason, we may now expect that some action may take place on the possible revision of the Education Law governing professional registration and licensing and the re-activation of the Joint Legislative Committee which, when created in 1963 was known as the "Brydges Committee." In 1964, after a series of hearings and conferences with professional groups, the Committee appeared well on the

way toward some changes in the law. In 1965, unfortunately due to the slow start of the legislative session because of peculiar political party situations no substantive revisions of the Education Law were considered. Absolutely nothing was done about the recommendations submitted by any of the professions.

It is now our intent to pursue a more aggressive policy toward achieving at least a few of the proposals submitted by our Special Committee on the Education Law, headed by Gerson T. Hirsch.

We commend to the attention of our membership a careful reading of the annual report by this Committee, whose findings are published in full elsewhere in this issue.

It is also the intent of the Association, in cooperation with the organization's representing the other design profession, to again press for a Statute of Limitations Act that, we hope, will be acceptable to the Legislature and to the Governor who vetoed our bill upon the recommendation of the Bar Association of the City of New York.

(Continued on page 22)

## COMMITTEE REPORT EDUCATION LAW

REPORT OF: Special Committee on  
Revision of the Education Law.

SUBMITTED BY: Gerson T. Hirsch,  
Chairman.

1. This being the first report *verbally* submitted by this Committee to the membership of the Association, I believe that a brief historical review of its origin, purpose and past activity is in order.

The 1963 State Legislature adopted Resolution S-9-A-22, sponsored by Senator Brydges and Assemblyman Becker, calling for a Joint Legislative Committee to "re-examine and revise the Education Law for the purpose of restating the same in clear, simple understandable language." This Resolution had been earnestly and strongly supported by the NYSAA and the NYSAP.

The Joint Committee consists of 9 members, 3 appointed by the Senate, 3 by the Assembly, and 3 by the Governor. It has been

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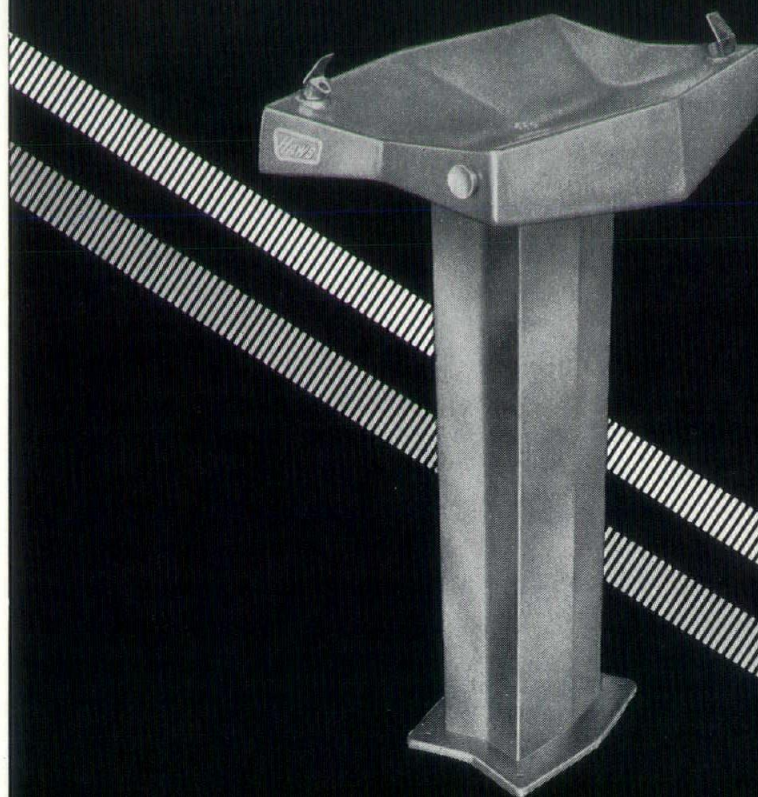


referred to as the "Brydges Committee."

2. The Resolution also appropriated funds and directed the Committee to submit a report by December 15, 1963. However, during the year 1963 the Committee barely got organized, and its tenure and funds were extended by the Legislatures of 1964 and 1965, and its final report remains in the future.
3. Although the language of the Resolution did not say so, the proposed revision of the Education Law seemed to afford an opportunity for modifications in substance as well as in language and format; and, in fact, the various professions were invited to submit their ideas as to what modifications they would wish incorporated in the applicable sections of the revised law.
4. To develop, submit, and pursue such modifications, our Special Committee on Revision of the Education Law was created in 1963 and expanded in 1964. Donald Q. Faragher, FAIA, the original Chairman, withdrew after being elected Regional Director, and the undersigned was designated Chairman, having previously served as Co-Chairman. Current members are: Guy H. Baldwin, Co-Chairman; James D. Curtin, Vice-Chairman; Henry L. Blatner, Massimo F. Yezzi, Franklin F. Foit, and Burton F. Nowell, Jr.
5. Several Committee meetings were held during 1964, in which recommendations from constituent organizations and from individual members, and actions of the Legislative and Professional Practice Committees over several years were explored and utilized. Thereafter, upon invitation, we met in New York City with Mr. John G. Dowd, Counsel to the Joint Legislative Committee, who subsequently wrote to ask us for a report as to our desires in connection with the proposed Revision. Under date of October 6, 1964, we submitted to Mr. Dowd a five-page report indicating the consensus of our Association on desired changes in the Architec-

# *Honor Roll:*

## MODEL 36DY



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tural Section of the law. This report was appended to our report to the 1964 Convention, distributed in printed form, and later reprinted in the "Empire State Architect."

6. At the time of this first Report, certain data being worked up by others, especially the NCARB, as to definitions of "Architect" and "Architecture," were not at hand, but we obtained and digested them, and submitted a supplemental report thereon to Council Dowd on Nov. 18, 1964.
7. Early in March of this year we received a copy of a 287 page first draft by the staff of the Joint Legislative Committee, which I have here at hand. Our review and comment were requested. Primarily, what the staff had done here was to provide an administrative Section on pages 1-27, applicable to all professions, and then a specific Section on each individual profession, Architecture being covered on pages 224 to 236, inclusive.
8. Copies of these pages were dis-

tributed to all Committee members requesting their comments. As the comments received were sparse and hot controversial, the Chairman refrained from calling a Committee meeting, and undertook to prepare a letter and comments on behalf of the Committee; and did so on May 3, 1965, with copies to all Committee members, the President, and the Executive Director. No criticism was forthcoming; therefore, it is believed that the comments were satisfactory to these recipients, and represent a reasonable and substantial consensus of NYSAA opinion.

9. There were two main fields of criticism of the draft prepared by the staff of the Joint Legislative Committee, as follows:
  - (a) In generalizing and combining the administrative portions into one common Section, certain matters applicable specifically to Architecture were omitted, diluted, or confused. This was pointed out by us, both broadly

and specifically.

- (b) In the Section on Architecture, while some constructive changes were included, it seemed that our comments as previously submitted were not adequately considered for inclusion. Here, also, a few items of value in the existing law were inadvertently lost. These, too, were pointed out in our response, which included further strengthening recommendations.

GERSON T. HIRSCH, Chairman

## LEGISLATIVE PREVUE

(Continued from Page 20)

The proposed draft of this legislation will attempt to overcome the Governor's and the Bar Association's objections and yet provide adequate protection to the architect or engineer.

Our membership will be kept posted on these and other legislative matters through our respective constituent organizations whose support and cooperation again will be welcome.

JOSEPH F. ADDONIZIO  
Executive Director

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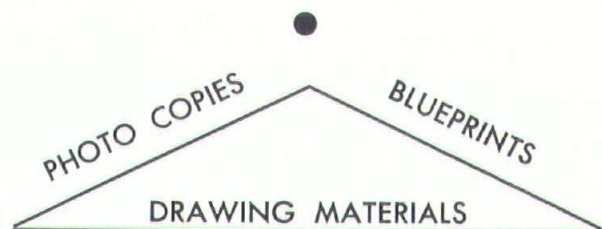
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